

Attachment to memo
from Johnson, 4/20/53

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PSB E-9
April 20, 1953

GUIDANCE FOR REPORTING DEPARTMENTS AND AGENCIES
(PSB Status Report to the NSC as of June 30, 1953)

I. In response to requests from the member departments and agencies the following suggestions have been prepared for guidance in the preparation of contributions to PSB's next status report to the NSC:

II. Contents of Reports

1. Summarize briefly the status of psychological programs being implemented by the reporting department or agency. This summary should, where possible, include some assessment of the programs' effectiveness in terms of:

A. Tasks assigned to reporting agency

(Tasks may be derived from legislation, from approved papers of NSC, from approved plans of PSB, from approved programs of POC, from approved plans and programs of the reporting agency)

B. Methods and techniques employed in accomplishing these tasks

C. Concepts of operations by area

(i.e., what particular media are being utilized to reach major targets in specific areas; for example, radio for USSR, because it is only major resource available to us at present; films to reach masses in India because they largely illiterate; etc.)

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D. What success was achieved in carrying out assigned tasks (in terms of B. and C.)

E. Tasks not carried out or not completed

F. What ancillary results, if any, were obtained as by-product of programs (i.e., effects on non-American listeners to Armed Forces Radio Network)

G. Major obstacles or difficulties encountered in endeavoring to carry out tasks

(These obstacles might include: Conditions existing within a given area; conditions affecting a given target group; lack of capabilities or resources; actions taken within the United States adversely affecting carrying out of tasks; lack of effective interdepartmental coordination)

2. Summarize briefly major developments in the psychological programs during the reporting period. This summary should include:

A. Substantive actions taken specifically for psychological purposes related to the tasks;

B. Actions taken to assure optimum psychological exploitation of these and other substantive actions;

C. Development of departmental and participation in development of interdepartmental psychological plans;

D. Development of significant intradepartmental and participation in development of significant interdepartmental organizational and administrative arrangements calculated to further carrying out of indicated tasks;

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E. Actions taken or plans developed with other governments and with international organizations, including the United Nations, the North Atlantic Treaty Organization, including Supreme Headquarters, Allied Powers Europe, and the Organization of American States.

3. Summarize briefly - if not already clearly indicated in 1. or 2. above - significant changes which have occurred since the period covered by the preceding report.

(These might be changes in the psychological program itself, or changes in the situation or the area concerned which affect the program)

4. Summaries proposed in 2. and 3. above should, where appropriate, be categorized by:

A. Area

(1) The Soviet Bloc

a. USSR, Communist China, Eastern
European Satellites

(2) The Free World

- a. Western Europe, including Western Germany
- b. The Near and Middle East, Africa and
South Asia
- c. The Far East, including Australia and
New Zealand
- d. Latin America

B. Substantive subjects or activities which cut
across area lines, such as:

- (1) Neutralism
- (2) Soviet Peace Campaign

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- (3) Escapee-Refugee-Defector Problems
- (4) Activities in connection with international organizations, such as UN, NATO, UNESCO, etc.

5. Report what steps have been taken to implement approved PSB plans. Where supporting or operational plans called for by a PSB plan have been drafted and sent to the field for implementation, this should be noted; and reports should be included on what steps have been taken in the field, as well as in the department or agency, to implement supporting and operational plans.

III. Format

1. As in the case of the last PSB report to the NSC, these reports will go forward in full as ANNEXES to PSB's own report. It is suggested, therefore, that they should be kept short (preferably not more than a dozen double-spaced, legal size pages).

IV. Procedure

1. Since PSB's report will have to be in the hands of the NSC staff on August 1, final drafts from the reporting departments and agencies should reach PSB not later than July 1. (This may, in some cases, mean that, in practice, reports from representatives may have to be closed and completed by about the end of May instead of on June 30.)

2. Ten (10) copies of each report should be submitted to PSB to expedite distribution, comments, clearances, etc. (with the exception of the specially-classified CIA draft report, of which only two (2) copies are requested).

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